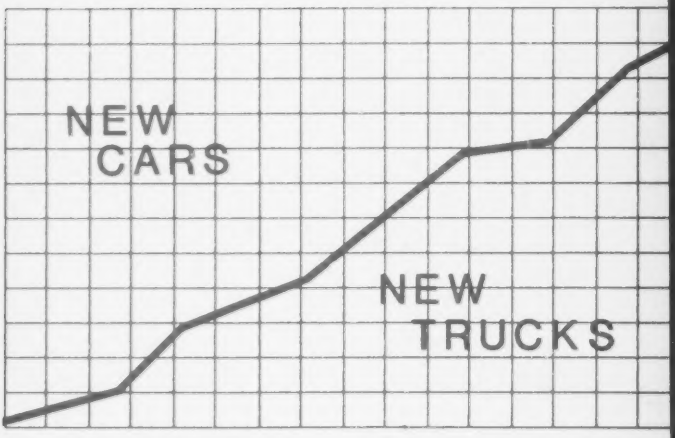
C7715-3A

FEBRUARY
1991

# POCKET SUMMARY

## OF REGISTRATIONS




COURTESY OF

POLK

R.L.POLK & CO
STATISTICAL SERVICES
DIVISION

## NEW PASSENGER CAR REGISTRATIONS - MONTH

| MAKES | FEBRUARY | | % '91 VS '90 | % IND | |
|---|---|---|---|---|---|
| | 1991 | 1990 | | 1991 | 1990 |
| **CHRYSLER** | 10232 | 11333 | 90.29 | 1.73 | 1.71 |
| LEBARON | 4573 | 4221 | 108.34 | .78 | .64 |
| NEW YORKER | 1259 | 2652 | 47.47 | .21 | .40 |
| 5TH AVE | 3430 | 2988 | 114.79 | .58 | .45 |
| IMPERIAL | 889 | 991 | 90.72 | .15 | .15 |
| **DODGE** | 28149 | 25878 | 108.78 | 4.76 | 3.90 |
| DAYTONA | 1042 | 2558 | 40.73 | .18 | .39 |
| SHADOW | 4563 | 4221 | 108.10 | .77 | .64 |
| SPIRIT | 8443 | 7259 | 116.31 | 1.43 | 1.09 |
| DYNASTY | 10797 | 7355 | 146.80 | 1.84 | 1.10 |
| **PLYMOUTH** | 15573 | 19463 | 80.04 | 2.64 | 2.93 |
| HORIZON | 100 | 2066 | 4.84 | .02 | .31 |
| SUNDANCE | 3144 | 3474 | 90.50 | .53 | .52 |
| ACCLAIM | 9630 | 8012 | 120.19 | 1.63 | 1.21 |
| LASER | 1783 | 3743 | 47.64 | .30 | .56 |
| **EAGLE** | 3427 | 4399 | 77.90 | .58 | .66 |
| PREMIER | 419 | 1207 | 34.71 | .07 | .18 |
| TALON | 2075 | 1956 | 105.60 | .35 | .30 |
| **CHRYSLER CORP.** | 57387 | 61073 | 93.96 | 9.73 | 9.20 |
| **FORD** | 85542 | 102618 | 83.36 | 14.49 | 15.46 |
| ESCORT | 21656 | 20382 | 106.25 | 3.67 | 3.07 |
| PROBE | 5741 | 8154 | 70.41 | .97 | 1.23 |
| MUSTANG | 4738 | 8740 | 54.21 | .80 | 1.32 |
| TEMPO | 17024 | 19694 | 86.44 | 2.88 | 2.97 |
| TAURUS | 24088 | 25651 | 93.91 | 4.08 | 3.86 |
| CROWN VICTORIA | 3051 | 7236 | 42.16 | .52 | 1.09 |
| THUNDERBIRD | 6784 | 7769 | 87.32 | 1.15 | 1.17 |
| **LINCOLN** | 14505 | 16750 | 86.59 | 2.46 | 2.53 |
| **MERCURY** | 26512 | 27658 | 95.86 | 4.51 | 4.17 |
| TRACER | 4554 | 1389 | 328.58 | .77 | .21 |
| TOPAZ | 4025 | 5883 | 68.42 | .68 | .89 |
| SABLE | 7284 | 7285 | 99.99 | 1.25 | 1.10 |
| COUGAR | 3602 | 5704 | 63.15 | .61 | .86 |
| GRAND MARQUIS | 5929 | 7397 | 80.15 | 1.00 | 1.11 |
| **FORD MOTOR CO.** | 126659 | 147197 | 86.05 | 21.46 | 22.18 |
| **BUICK** | 40821 | 38651 | 105.61 | 6.92 | 5.82 |
| SKYLARK | 8542 | 7861 | 108.66 | 1.45 | 1.18 |
| CENTURY | 8419 | 9483 | 88.78 | 1.43 | 1.43 |
| REGAL | 7034 | 3944 | 178.35 | 1.19 | .59 |
| LESABRE | 7957 | 10945 | 72.70 | 1.35 | 1.65 |
| ROADMASTER | 261 | - | - | .04 | - |
| PARK AVE | 7190 | 4631 | 155.26 | 1.22 | .70 |
| RIVIERA | 1249 | 1315 | 94.98 | .21 | .20 |
| REATTA | 163 | 317 | 53.31 | .03 | .05 |
| **CADILLAC** | 13164 | 18734 | 70.24 | 2.23 | 2.83 |
| ALLANTE | 131 | 208 | 62.98 | .02 | .03 |
| ELDORADO | 955 | 1573 | 60.71 | .15 | .24 |
| SEVILLE | 1417 | 1857 | 76.31 | .24 | .28 |
| **CHEVROLET** | 84375 | 92585 | 91.13 | 14.30 | 13.95 |
| PRIZM | 7541 | 7808 | 96.58 | 1.28 | 1.18 |
| CAVALIER | 21958 | 20207 | 108.67 | 3.73 | 3.04 |
| LUMINA | 13333 | 15595 | 85.50 | 2.26 | 2.35 |
| CORSICA | 12447 | 13128 | 94.81 | 2.11 | 1.98 |
| BERETTA | 3780 | 7655 | 49.45 | .64 | 1.15 |
| CAMARO | 2966 | 4831 | 61.40 | .50 | .73 |
| CORVETTE | 1134 | 1339 | 84.69 | .19 | .20 |
| CAPRICE | 9455 | 7808 | 121.09 | 1.60 | 1.18 |
| **OLDSMOBILE** | 29941 | 38667 | 77.43 | 5.07 | 5.83 |
| CALAIS | 6586 | 6647 | 99.08 | 1.12 | 1.00 |
| CUTLASS CIERA | 6383 | 9265 | 68.89 | 1.08 | 1.40 |
| CUTLASS SUPRM | 6470 | 9462 | 68.38 | 1.10 | 1.43 |
| TORONADO | 678 | 865 | 78.38 | .11 | .13 |
| **PONTIAC** | 37971 | 42190 | 90.01 | 6.43 | 6.35 |
| SUNBIRD | 7551 | 7408 | 101.93 | 1.28 | 1.12 |
| GRAND AM | 13244 | 13562 | 97.66 | 2.24 | 2.05 |
| 6000 | 2265 | 3404 | 66.48 | .38 | .51 |
| BONNEVILLE | 4102 | 5472 | 74.96 | .70 | .82 |
| FIREBIRD | 1256 | 2855 | 43.99 | .21 | .43 |
| GRAND PRIX | 6869 | 7173 | 95.76 | 1.16 | 1.08 |
| **SATURN** | 2115 | - | - | .36 | - |
| **GEN. MTRS. CORP** | 208391 | 230840 | 90.28 | 35.31 | 34.78 |
| MISC. DOMESTIC | 1 | 5 | 16.67 | - | - |
| OTHER IMPORT | 197654 | 224642 | 87.99 | 33.50 | 33.84 |
| **U.S. TOTAL** | 590092 | 663758 | 88.90 | | |

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## NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

| MAKES | YEAR TO DATE | | % '91 VS '90 | % IND | | YEAR END |
|---|---|---|---|---|---|---|
| | 1991 | 1990 | | 1991 | 1990 | 1990 |
| **CHRYSLER** | 20184 | 24709 | 81.72 | 1.69 | 1.80 | 179892 |
| LEBARON | 8131 | 9594 | 84.75 | .68 | .69 | 86996 |
| NEW YORKER | 2832 | 5321 | 52.53 | .24 | .39 | 37860 |
| 5TH AVE | 6907 | 6455 | 99.31 | .58 | .51 | 38253 |
| IMPERIAL | 2146 | 1852 | 115.82 | .18 | .14 | 12730 |
| **DODGE** | 60682 | 53720 | 112.96 | 5.10 | 3.93 | 352646 |
| DAYTONA | 2274 | 5653 | 41.28 | .19 | .40 | 33906 |
| SHADOW | 10337 | 9598 | 106.59 | .87 | .71 | 53672 |
| SPIRIT | 18335 | 14521 | 125.25 | 1.54 | 1.06 | 92134 |
| DYNASTY | 23506 | 15457 | 152.07 | 1.98 | 1.14 | 104383 |
| **PLYMOUTH** | 35293 | 39748 | 88.81 | 2.96 | 2.90 | 247582 |
| HORIZON | 212 | 3836 | 5.53 | .02 | .28 | 12745 |
| SUNDANCE | 7522 | 7331 | 84.84 | .63 | .58 | 62869 |
| ACCLAIM | 21671 | 16283 | 133.09 | 1.81 | 1.19 | 108697 |
| LASER | 3753 | 7178 | 52.30 | .32 | .52 | 39154 |
| **EAGLE** | 7024 | 9031 | 77.78 | .59 | .66 | 58136 |
| PREMIER | 839 | 2616 | 32.07 | .07 | .19 | 17147 |
| TALON | 4238 | 4182 | 101.34 | .36 | .31 | 27300 |
| **CHRYSLER CORP.** | 123189 | 127199 | 96.85 | 10.34 | 9.29 | 838456 |
| **FORD** | 170778 | 211567 | 80.71 | 14.34 | 15.45 | 1313488 |
| ESCORT | 43098 | 41844 | 103.00 | 3.62 | 3.06 | 285143 |
| PROBE | 10414 | 16815 | 61.93 | .87 | 1.23 | 101981 |
| MUSTANG | 10478 | 17469 | 59.98 | .88 | 1.28 | 124578 |
| TEMPO | 33933 | 39854 | 85.19 | 2.85 | 2.89 | 216280 |
| TAURUS | 46341 | 54082 | 85.68 | 3.90 | 3.97 | 312012 |
| CROWN VICTORIA | 9532 | 16020 | 59.51 | .80 | 1.17 | 115241 |
| THUNDERBIRD | 11937 | 15310 | 77.97 | 1.00 | 1.12 | 104179 |
| **LINCOLN** | 28961 | 34616 | 83.66 | 2.43 | 2.53 | 229636 |
| **MERCURY** | 50555 | 60201 | 83.98 | 4.24 | 4.40 | 386293 |
| TRACER | 8309 | 3339 | 248.85 | .70 | .24 | 33295 |
| TOPAZ | 8342 | 13043 | 63.96 | .70 | .95 | 71850 |
| SABLE | 13212 | 15797 | 83.64 | 1.11 | 1.15 | 96692 |
| COUGAR | 7869 | 11631 | 67.62 | .66 | .85 | 74753 |
| GRAND MARQUIS | 10536 | 16391 | 64.28 | .88 | 1.20 | 102674 |
| **FORD MOTOR CO.** | 250294 | 306691 | 81.61 | 21.01 | 22.40 | 1933595 |
| **BUICK** | 18874 | 17722 | 101.48 | 5.62 | 5.68 | 531602 |
| SKYLARK | 16402 | 14098 | 116.34 | 1.38 | 1.03 | 89862 |
| CENTURY | 15521 | 19535 | 79.45 | 1.30 | 1.43 | 113105 |
| REGAL | 15241 | 8408 | 181.27 | 1.28 | .61 | 87036 |
| LESABRE | 15541 | 22042 | 70.51 | 1.30 | 1.61 | 151967 |
| ROADMASTER | 271 | - | - | .02 | - | 3 |
| PARK AVE | 13120 | 9943 | 131.95 | 1.10 | .73 | 61747 |
| RIVIERA | 2259 | 2729 | 82.78 | .19 | .20 | 20534 |
| REATTA | 519 | 569 | 91.21 | .04 | .04 | 6319 |
| **CADILLAC** | 33180 | 37696 | 88.02 | 2.79 | 2.75 | 257923 |
| ALLANTE | 408 | 441 | 92.52 | .03 | .03 | 3148 |
| ELDORADO | 2285 | 3264 | 70.01 | .19 | .24 | 23156 |
| SEVILLE | 3896 | 3608 | 107.98 | .34 | .26 | 32912 |
| **CHEVROLET** | 166696 | 193898 | 85.97 | 14.00 | 14.16 | 1322772 |
| PRIZM | 13623 | 17117 | 79.59 | 1.14 | 1.25 | 107120 |
| CAVALIER | 46435 | 46212 | 100.61 | 3.92 | 3.38 | 292551 |
| LUMINA | 26711 | 33437 | 79.88 | 2.24 | 2.44 | 214974 |
| CORSICA | 20779 | 25034 | 83.00 | 1.74 | 1.83 | 164108 |
| BERETTA | 7763 | 15049 | 51.58 | .65 | 1.10 | 95403 |
| CAMARO | 5814 | 9826 | 59.17 | .49 | .72 | 76593 |
| CORVETTE | 2269 | 2737 | 82.90 | .19 | .20 | 21188 |
| CAPRICE | 18537 | 16351 | 113.37 | 1.56 | 1.19 | 146788 |
| **OLDSMOBILE** | 62325 | 76284 | 81.70 | 5.23 | 5.57 | 505203 |
| CALAIS | 13798 | 12445 | 110.86 | 1.16 | .91 | 99724 |
| CUTLASS CIERA | 12803 | 18725 | 68.37 | 1.07 | 1.37 | 132790 |
| CUTLASS SUPRM | 13335 | 18893 | 70.58 | 1.12 | 1.38 | 110677 |
| TORONADO | 1291 | 1798 | 71.80 | .11 | .13 | 14484 |
| **PONTIAC** | 73257 | 88932 | 82.37 | 6.15 | 6.49 | 626489 |
| SUNBIRD | 15837 | 16737 | 94.62 | 1.33 | 1.22 | 119073 |
| GRAND AM | 24273 | 30101 | 80.64 | 2.04 | 2.20 | 201452 |
| 6000 | 3987 | 7648 | 52.13 | .33 | .56 | 46800 |
| BONNEVILLE | 8475 | 10823 | 78.31 | .71 | .79 | 67247 |
| FIREBIRD | 2811 | 5623 | 49.99 | .24 | .41 | 38230 |
| GRAND PRIX | 13377 | 14413 | 92.81 | 1.12 | 1.05 | 115093 |
| **SATURN** | 3416 | - | - | .29 | - | 1738 |
| **GEN. MTRS. CORP** | 417762 | 474544 | 88.03 | 35.08 | 34.65 | 3245969 |
| MISC. DOMESTIC | 3 | 11 | 27.27 | - | - | 77 |
| OTHER IMPORT | 399873 | 460891 | 86.76 | 33.57 | 33.66 | 3141532 |
| **U.S. TOTAL** | 1191121 | 1369336 | 86.99 | | | 9159629 |

UNITED STATES SUMMARY

## NEW TRUCK REGISTRATIONS

| MAKES | FEB | % | YEAR TO DATE | | % '91 | % IND | |
|---|---|---|---|---|---|---|---|
| | | IND | | | VS '90 | | |
| | 1991 | | 1991 | 1990 | | 1991 | 1990 |
| CHEVROLET | 71549 | 24.66 | 145897 | 185283 | 78.74 | 24.40 | 24.48 |
| CHRYSLER | 230 | .08 | 460 | 596 | 77.18 | .08 | .08 |
| DODGE | 32361 | 11.15 | 64668 | 90719 | 71.28 | 10.82 | 11.97 |
| FORD | 82030 | 28.29 | 167706 | 217273 | 77.19 | 28.06 | 28.69 |
| FREIGHTLINER | 1636 | .56 | 3430 | 4111 | 83.43 | .57 | .54 |
| G.M.C. | 20840 | 7.18 | 42290 | 52459 | 80.62 | 7.07 | 6.92 |
| HINO | 147 | .05 | 273 | 400 | 68.25 | .05 | .05 |
| ISUZU | 7105 | 2.45 | 15254 | 16661 | 91.56 | 2.55 | 2.20 |
| IVECO | 86 | .03 | 205 | 293 | 69.97 | .03 | .04 |
| JEEP | 10315 | 3.55 | 23156 | 33075 | 70.01 | 3.87 | 4.37 |
| KENWORTH | 1037 | .36 | 2137 | 2335 | 91.52 | .36 | .31 |
| MACK/MIDLINER | 795 | .27 | 1743 | 2835 | 61.48 | .29 | .37 |
| MERCEDES BENZ | 58 | .02 | 149 | 273 | 54.58 | .02 | .04 |
| MITSUBISHI FUSO | 198 | .07 | 472 | 529 | 89.22 | .08 | .07 |
| NAVISTAR | 4552 | 1.57 | 9855 | 10730 | 91.85 | 1.65 | 1.42 |
| OLDSMOBILE | 1576 | .54 | 3149 | 2398 | 131.26 | .53 | .32 |
| OSHKOSH | 294 | .10 | 558 | 567 | 98.41 | .09 | .07 |
| PETERBILT | 821 | .28 | 1787 | 2381 | 75.05 | .30 | .31 |
| PLYMOUTH | 11447 | 3.94 | 24013 | 39908 | 60.17 | 4.02 | 5.27 |
| PONTIAC | 1307 | .45 | 2729 | 3045 | 89.62 | .46 | .40 |
| SCANIA | 2 | - | 4 | 19 | 21.05 | - | - |
| UD | 123 | .04 | 258 | 263 | 98.10 | .04 | .03 |
| VOLVO | 27 | .01 | 102 | 143 | 71.33 | .02 | .02 |
| WESTERN STAR | 41 | .01 | 89 | 185 | 48.11 | .01 | .02 |
| WHITEGMC | 866 | .30 | 1786 | 2204 | 81.03 | .30 | .29 |
| OTHER IMPORTS | 40430 | 13.93 | 85092 | 88280 | 96.39 | 14.23 | 11.65 |
| MISC. DOMESTIC | 306 | .11 | 625 | 645 | 96.90 | .10 | .09 |
| U. S. TOTAL | 290172 | | 597886 | 757611 | 78.92 | | |

## TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

| MAKES | GVW 1 0-6 | GVW 2 6-10 | GVW 3 10-14 | GVW 4 14-16 | GVW 5 16-19.5 | GVW 6 19.5-26 | GVW 7 26-33 | GVW 8 33 & OVER |
|---|---|---|---|---|---|---|---|---|
| CHEVROLET | 87372 | 54331 | 1685 | 416 | 12 | 985 | 1033 | 63 |
| CHRYSLER | 460 | - | - | - | - | - | - | - |
| DODGE | 48231 | 15435 | - | - | - | - | - | - |
| FORD | 100828 | 58016 | - | 2873 | - | 1097 | 3556 | 1336 |
| FREIGHTLINER | - | - | - | - | - | - | - | 3430 |
| G.M.C. | 20009 | 18386 | 289 | 161 | 31 | 756 | 2573 | 79 |
| HINO | - | - | 146 | - | 64 | 68 | 95 | - |
| ISUZU | 14173 | - | 783 | 94 | 49 | 105 | 50 | - |
| IVECO | - | - | 131 | 40 | 15 | 19 | - | - |
| JEEP | 23156 | - | - | - | - | - | - | - |
| KENWORTH | - | - | - | - | - | - | 36 | 2101 |
| MACK/MIDLINER | - | - | - | - | - | 53 | 138 | 1552 |
| MERCEDES BENZ | - | - | - | - | - | 48 | 103 | - |
| MITSUBISHI FUSO | - | - | 265 | - | 90 | 43 | 74 | - |
| NAVISTAR | - | - | - | 1 | 10 | 1038 | 3897 | 4910 |
| OLDSMOBILE | 3149 | - | - | - | - | - | - | - |
| OSHKOSH | - | 55 | 21 | 257 | 164 | 43 | - | 18 |
| PETERBILT | - | - | - | - | - | - | 29 | 1758 |
| PLYMOUTH | 24013 | - | - | - | - | - | - | - |
| PONTIAC | 2729 | - | - | - | - | - | - | - |
| SCANIA | - | - | - | - | - | - | - | 4 |
| UD | - | - | 68 | - | 87 | 55 | 48 | - |
| VOLVO | - | - | - | - | - | - | 89 | 13 |
| WESTERN STAR | - | - | - | - | - | - | - | 89 |
| WHITEGMC | - | - | - | - | - | - | - | 1786 |
| OTHER IMPORTS | 83726 | 1366 | - | - | - | - | - | - |
| MISC. DOMESTIC | 89 | 27 | 11 | - | - | 109 | 59 | 330 |
| TOTAL | 408835 | 147616 | 3299 | 3848 | 522 | 4417 | 11780 | 17469 |
| 1990 TOTAL | 493981 | 215677 | 4070 | 5095 | 701 | 4772 | 12821 | 20496 |
| 1991 vs '90 | 82.78 | 68.44 | 81.06 | 75.55 | 74.47 | 92.56 | 91.88 | 85.23 |

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

## NEW IMPORTED CARS LEADING MAKES

| MAKES | YEAR TO DATE 1991 | | YEAR TO DATE 1990 | |
|---|---|---|---|---|
| | UNITS | % OF INDUSTRY | UNITS | % OF INDUSTRY |
| **DOMESTIC SPONSORED IMPORTS** | | | | |
| CHEVROLET METRO | 15607 | 1.31 | 10322 | .75 |
| CHEVROLET STORM | 8611 | .72 | 14042 | 1.03 |
| DODGE COLT DL/VISTA SW | 2534 | .21 | 3182 | .23 |
| DODGE STEALTH | 2367 | .20 | - | - |
| EAGLE SUMMIT | 1947 | .16 | 2150 | .16 |
| FORD FESTIVA | 5045 | .42 | 10493 | .77 |
| GM LOTUS | 14 | - | 12 | - |
| MERCURY CAPRI | 2291 | .19 | - | - |
| PLYMOUTH COLT DL/VISTA SW | 2141 | .18 | 3247 | .24 |
| PONTIAC LEMANS | 4497 | .38 | 3462 | .25 |
| TC by MASERATI | 169 | .01 | 725 | .05 |
| OTHERS | - | - | 553 | .04 |
| TOTAL DOMESTIC SPONSORED IMPORTS | 45223 | 3.80 | 48208 | 3.52 |
| **OTHER IMPORTS** | | | | |
| ACURA | 16113 | 1.35 | 19676 | 1.44 |
| AUDI | 2003 | .17 | 2797 | .20 |
| BMW | 7391 | .62 | 8699 | .64 |
| DAIHATSU | 872 | .07 | 2104 | .15 |
| HONDA | 83133 | 6.98 | 102333 | 7.47 |
| HYUNDAI | 19216 | 1.61 | 22020 | 1.61 |
| INFINITI | 4022 | .34 | 1860 | .14 |
| ISUZU | 1065 | .09 | 646 | .05 |
| JAGUAR | 1817 | .15 | 3048 | .22 |
| LEXUS | 8135 | .68 | 7699 | .56 |
| MAZDA | 34120 | 2.86 | 32612 | 2.38 |
| MERCEDES BENZ | 8620 | .72 | 10345 | .76 |
| MITSUBISHI | 24710 | 2.07 | 29205 | 2.13 |
| NISSAN | 43342 | 3.64 | 61044 | 4.46 |
| SAAB | 2978 | .25 | 3803 | .28 |
| SUBARU | 16620 | 1.40 | 14102 | 1.03 |
| TOYOTA | 97441 | 8.18 | 104549 | 7.64 |
| VOLKSWAGEN | 13559 | 1.14 | 15509 | 1.13 |
| VOLVO | 11726 | .98 | 14547 | 1.06 |
| OTHERS | 2984 | .25 | 4293 | .31 |
| TOTAL OTHER IMPORTS | 399873 | 33.57 | 460891 | 33.66 |
| GRAND TOTAL ALL IMPORT CARS | 445096 | 37.37 | 509099 | 37.18 |

## NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

| | | | | |
|---|---|---|---|---|
| **DOMESTIC SPONSORED IMPORTS** | | | | |
| DODGE RAM 50 | 902 | .15 | 2670 | .35 |
| DODGE RAIDER | 22 | - | 661 | .09 |
| CHEVROLET GEO TRACKER | 4129 | .69 | 4200 | .55 |
| **OTHER IMPORTS** | | | | |
| ISUZU | 14173 | 2.37 | 15531 | 2.05 |
| MAZDA | 16131 | 2.70 | 16073 | 2.12 |
| MITSUBISHI | 6183 | 1.03 | 7605 | 1.00 |
| NISSAN | 20535 | 3.43 | 20740 | 2.74 |
| SUZUKI | 2135 | .36 | 2485 | .33 |
| TOYOTA | 38244 | 6.40 | 39282 | 5.18 |
| VOLKSWAGEN | 755 | .13 | 813 | .11 |
| OTHERS | 1109 | .19 | 1282 | .17 |
| TOTAL OTHER IMPORT TRUCKS | 99265 | 16.60 | 103811 | 13.70 |
| GRAND TOTAL ALL IMPORT TRUCKS | 104318 | 17.44 | 111342 | 14.70 |

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

| YEAR | CARS | TRUCKS |
|---|---|---|
| 1986 | 11139842 | 4801021 |
| 1987 | 10165660 | 4963888 |
| 1988 | 10479931 | 5211100 |
| 1989 | 9852617 | 5100195 |
| 1990 | 9159629 | 4805084 |

FEBRUARY 1991 ISSUED 05/91

# YOUR COMPETITIVE EDGE in the market place

## AUTOMIS

Polk's Automotive Market Information System can be a significant aid to decision-making. It has vehicle data, demographics, and geography. AutoMIS includes:

- A computerized database of car and truck buyers
- Quarterly reports on market activity trends
- Custom-designed research studies

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**R. L. POLK & CO.**

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